

A scenic landscape photograph of a mountain lake. In the foreground, a calm lake reflects the surrounding greenery and the sky. The middle ground features a dense forest of evergreen trees along the shoreline. In the background, a large, rugged mountain peak with rocky slopes and some snow patches rises against a blue sky with wispy clouds. Several small red kayakers are visible on the water.

# Parks and Protected Areas Alberta Opinion Poll 2025

Canadian Parks and Wilderness Society  
May 2025





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## Highlights of the Survey

### Strong Public Support for Conservation

Public support for environmental protection remains broad and resilient, even as political ideology and economic narratives shift. A consistent majority of Albertans continue to support conservation-related measures:

- 78% support setting aside more land for wildlife protection, even amid rising support for resource development.
- 85% support Alberta's commitment to the "30 by 30" conservation target.
- 63% believe protections for the Eastern Slopes should be maintained, despite potential legal challenges from coal companies.

### Generational Divide

Younger Albertans do not see conservation and development as mutually exclusive. Youth are conservation-minded yet pragmatic.

Younger Albertans (18–34) show:

- The highest levels of concern and awareness about biodiversity loss and climate change.
- The strongest support for IPCAs, 30 by 30, and setting aside more land for protection and conservation.
- Youth also have the highest support for resource development in the Eastern Slopes (45%).

### Public Awareness of Indigenous Protected and Conserved Areas (IPCA's) Remains Low

There is a significant awareness gap, but a strong foundation of support.

- 22% of Albertans are familiar with IPCAs.
- After reading a brief description of what IPCA's entail, 57% of Albertans support them, with support rising to 78% among those already familiar.
- Park users and young people show the highest familiarity with IPCA's.

### **Protection of the Eastern Slopes Remains a Priority Among Albertans**

Perhaps associated with the changing economic landscape and political ideologies, support for resource development has grown slightly. Nevertheless, there remains substantial support for protecting the Eastern Slopes for wildlife habitat and water security. The over-riding belief is that support for development and support for protection are not mutually exclusive.

- 40% oppose increased resource development in the Eastern Slopes, though support has grown to 36% (from 28% in 2022).
- At the same time, 78% support more land being protected for wildlife, and 54% oppose coal mining in the region.
- Even UCP supporters show meaningful levels of opposition to coal mining (45%) and commercial logging (51%).

### **Water Is a Unifying Concern Across Demographics**

Water bridges diverse audiences and political views. The public sees water as fundamental and is open to stronger environmental regulation to protect it.

- 80% of Albertans are at least somewhat concerned about Alberta's water supply.
- 61% of regular park users are very/quite concerned, vs. only 25% of non-users.
- A majority (regardless of political party support) believe stronger action is needed, even if it restricts industrial use.

### **Urban and Youth Engagement Remain Critical**

- Edmonton residents, Calgarians, and 18–34-year-olds consistently score higher on concern for biodiversity, support for protected areas, and environmental priorities.
- These groups are also more supportive of action on climate change, water protection, and Indigenous-led conservation.

### **Political Identity Is the Strongest Predictor of Policy Views**

- UCP supporters tend to favour development, corporate growth, and fiscal restraint.
- NDP supporters prioritize conservation, social supports, and climate action.
- However, UCP supporters do show substantial support for many conservation measures, such as land protection and clean water.





## Study Background

The Canadian Parks and Wilderness Society (CPAWS) is dedicated to safeguarding, connecting, and expanding Alberta's parks and wilderness areas. CPAWS pursues this mission through education, public engagement, and collaboration with Albertans from all walks of life.

This province-wide survey was commissioned by CPAWS to better understand Albertans' views on parks and protected areas. The research was conducted by DDL Analytics, Inc., a firm specializing in social science research on public attitudes and behaviours related to nature and the environment.

## Methods

The 2025 Alberta survey was conducted using the same methodology as a comparable survey carried out in 2022. The 2025 sample included 1,001 respondents, while the 2022 sample included 1,000. In both years, participants were randomly selected from an online panel provided by Dynata, the world's largest online sample provider.

To ensure demographic representation, quotas were applied based on region, age, and gender in alignment with the 2021 Canadian census.

The 2025 survey was conducted between April 7 and April 19, 2025. Where applicable, the results are compared to the 2022 survey to identify changes over time. It is worth noting that the 2025 survey included nearly twice as many questions as the 2022 version, with new sections exploring Albertans' views on the proposed Alberta Nature Strategy and Bill 35: The All-Season Resorts Act.

As this study used a non-probability online panel, a margin of error is not formally reported. However, for reference, a probability-based sample of 1,000 would carry a margin of error of  $\pm 3.1\%$ , 19 times out of 20.

Additional details are provided in Appendix A.



# Parks and Protected Areas in Alberta





# Two-thirds of Albertans visited a Provincial or National Park last year

Parks in Alberta attract millions of visitors annually from across the province and around the world. Banff National Park alone saw a record-breaking 4.28 million visits during the 2023–2024 fiscal year. Alberta’s provincial parks welcomed over 5.9 million visits, including more than 2.3 million overnight stays at reservable campsites.

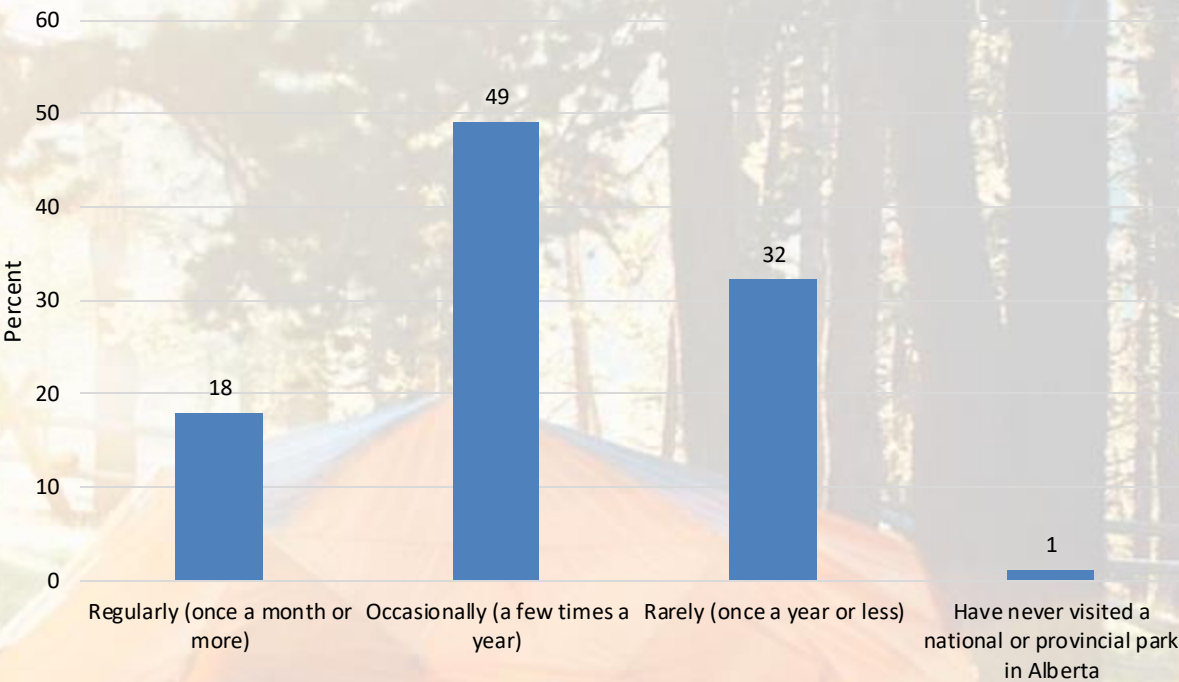
- In 2025, 67% of Albertans reported visiting a provincial or national park a few times a year or more.
- In 2022, 66% had visited a park at least once during the year.

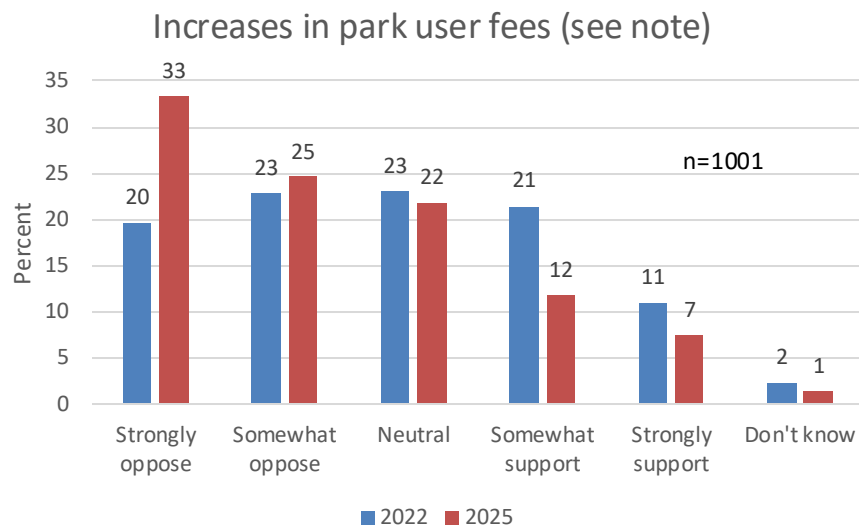
Park visitation patterns vary by region and age.

Calgary residents are the most regular park visitors, with 24% reporting they visit at least once a month. This compares to 14% of Edmonton residents and 16% of those living in other parts of the province.

Younger Albertans (ages 18–34) are the most frequent park visitors overall, with 32% reporting regular visitation. This drops to 18% among those aged 35–54, and 7% among those 55 and older.

How often do you visit Alberta’s national or provincial parks?



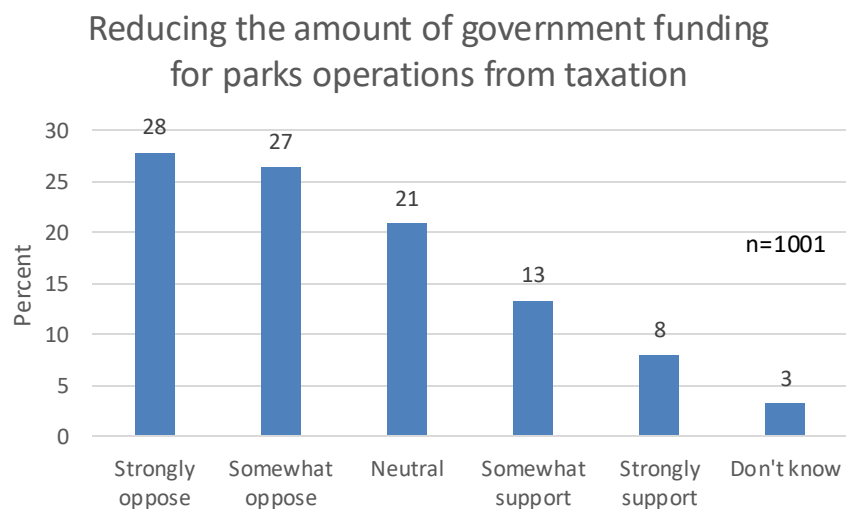


**Over half (58%) of Albertans oppose increases in park user fees.**

Opposition to user fee increases varies primarily by frequency of park use.

- Regular users are the least likely to oppose an increase (52% opposed)
- 59% of occasional users and 60% of infrequent users.

It is possible that regular users show lower opposition to fee increases because they perceive user fees contribute to park maintenance and services, thus more accepting of the cost. This would need further investigation.

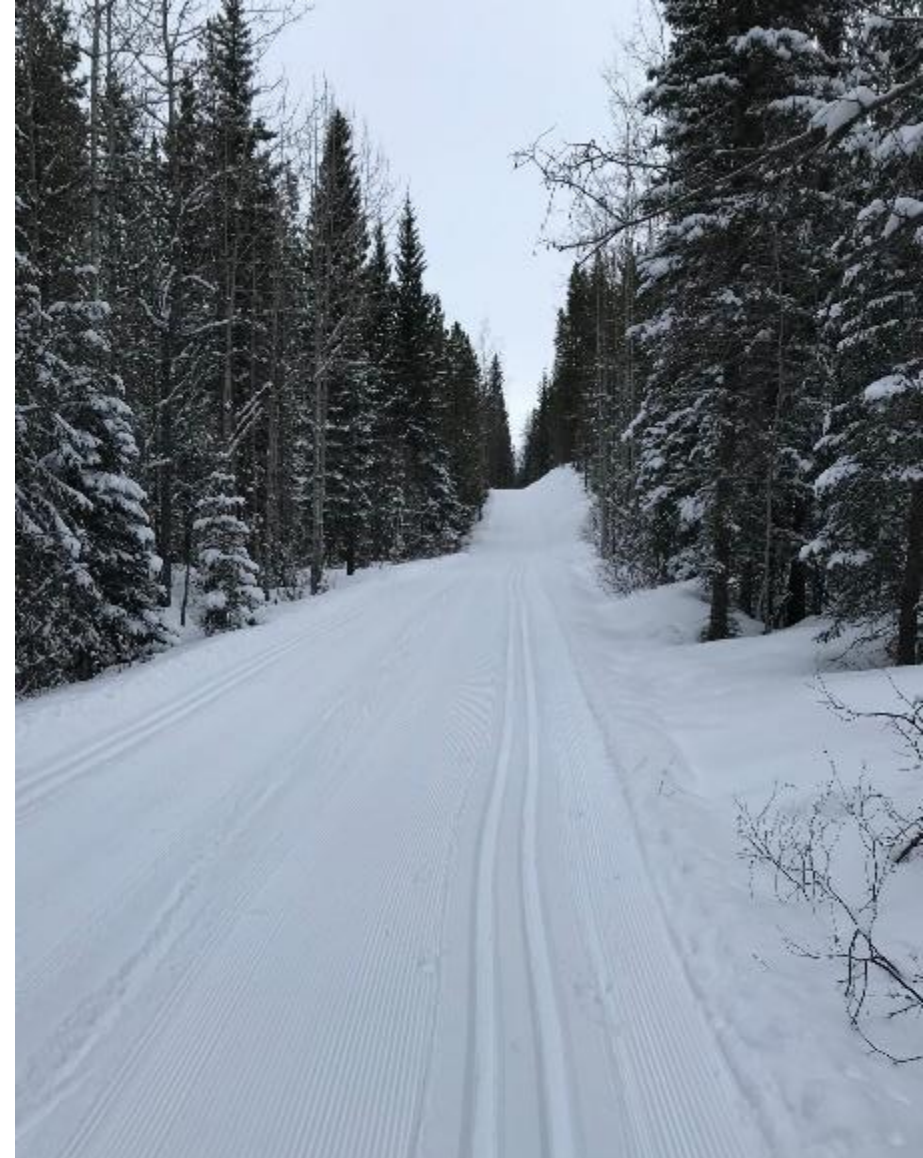


**Over half (55%) of Albertans oppose reducing the amount of government funding for park operations from taxation.**

Opposition is strongest among NDP supporters (69%), compared to 54% of UCP supporters<sup>1</sup>.

By age group, opposition is highest among Albertans aged 55 and older (63%), followed by 54% of those aged 35–54, and 45% of those aged 18–34.

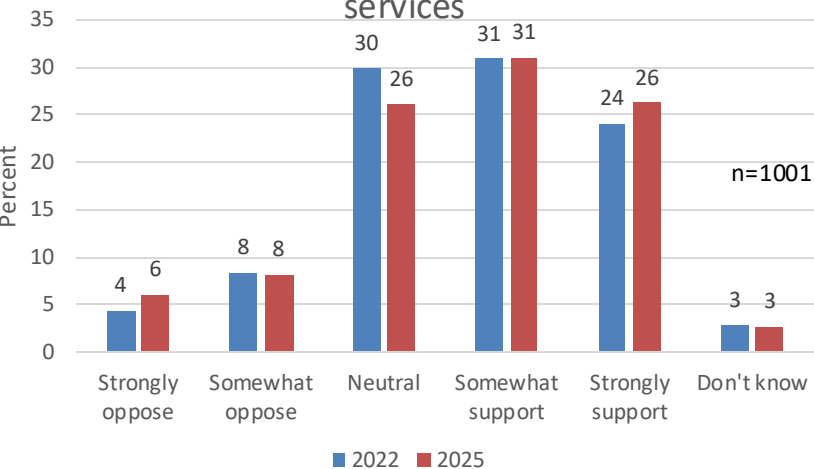
1. Throughout the report correlations are shown for NDP and UCP supporters. Although data were gathered for other parties, their numbers are too small for reliable correlation analysis and are therefore not included.



Note: Although the 2022 and 2025 surveys asked similar questions on fees, there was a difference in the wording which may have resulted in a higher level of opposition in 2025. The 2022 question asked about support or opposition to increases in park user fees to reduce the amount of funding needed for parks operations from taxation. The 2025 question asked only support or opposition related to increases in park user fees. It is possible there is less opposition to increased user fees if they are in support of reducing the support from taxes.



### An increase in public funding for park services



### Almost six in ten Albertans (57%) support increased public funding for park services.

Support varies significantly by political affiliation: 47% of UCP supporters are in favour of increased public funding, compared to 73% of NDP supporters.

Support for increased public funding of park services also differs by age. Younger Albertans (18–34) are the most supportive, with 69% in favour, compared to 53% of those aged 35–54, and 52% of those 55 and older.

### Just over seven in ten Albertans (72%) support setting aside more land in Alberta for provincial parks focused on recreation and leisure.

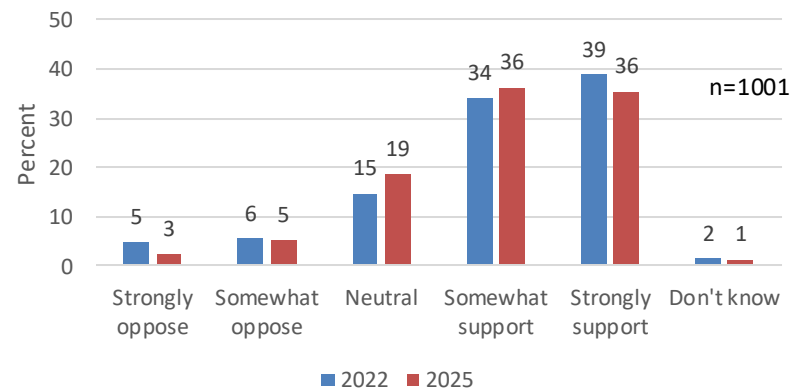
Support for expanding recreational parkland is strongly linked to park usage:

- 86% of regular users support the idea, compared to
  - 72% of occasional users
  - 65% of infrequent users
  - 46% of non-users.

Support also varies by where the person lives. 75% of residents in cities<sup>2</sup> are in favour, compared to 62% of those living in rural areas and smaller communities.

There were no significant differences by age, gender, or political affiliation.

### Setting aside more land in Alberta for provincial parks with a focus on recreation and leisure



<sup>2</sup>. There are 19 designated cities plus two special areas (Sherwood Park and Fort McMurray) accounting for 74.3% of the province's population. A new variable was constructed from postal codes to allow this comparison.



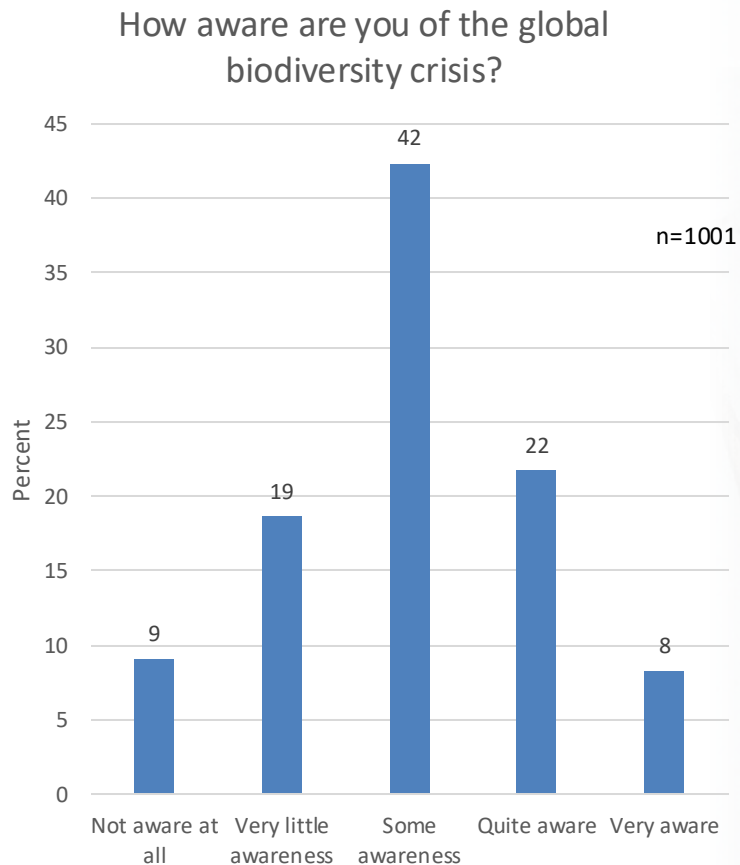


# Biodiversity

A scenic mountain landscape. In the foreground, there is a dense field of vibrant pink and red flowers, likely lupines, growing on a green hillside. The background features a deep valley with a large glacier or snowfield, surrounded by steep, rocky mountains. The sky is filled with soft, golden clouds, suggesting a sunrise or sunset. The overall scene is a beautiful representation of a diverse ecosystem.



# Awareness of the Biodiversity Crisis



3. A simplified definition of biodiversity loss was provided at the outset of this section as follows: *Biodiversity loss means fewer types of plants, animals and other living things in nature. It can even mean species disappearing completely.*

## Most Albertans are aware of the global decline in species and biodiversity<sup>3</sup>.

Over 70% report at least some awareness, including 30% who say they have a high level of awareness.

Younger Albertans are significantly more aware:

- 47% of those aged 18–34 are very or quite aware, compared to 27% of those aged 35–54, and 19% of those 55 and older

Park visitation correlates with awareness:

- 57% of regular park users are very or quite aware, compared to 29% of occasional users and 16% of infrequent users

Political affiliation also plays a role:

- 19% of UCP supporters are very or quite aware, compared to 40% of NDP supporters

A similar question in 2022 used a 3-point scale:

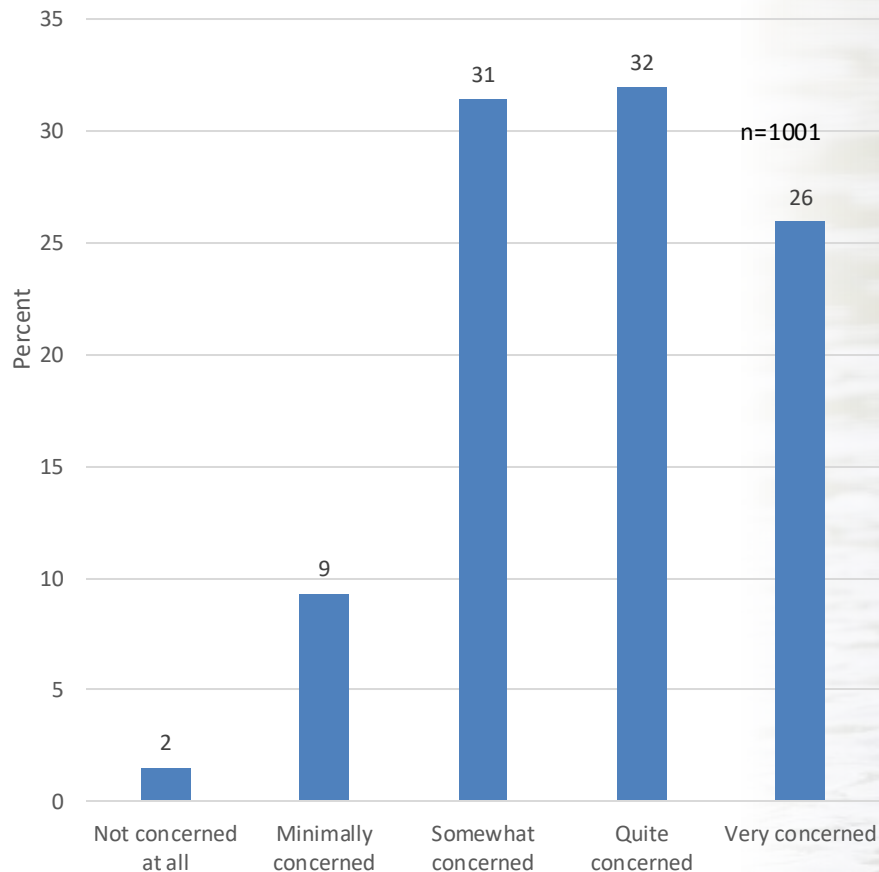
- 22% not aware, 58% somewhat aware, 20% very aware

Though differences in the scale may have influenced results, in 2025 30% were quite or very aware, suggesting an increase from 20% very aware in 2022.



# Concern About Biodiversity Loss

How much does the loss of species and wildlife populations concern you?



Over half (58%) of Albertans express concern about the loss of species and wildlife populations.

- 66% of those aged 18–34 are very or quite concerned, compared to 57% of those 35–54 and 53% of those 55+
- 73% of regular park users are very or quite concerned, compared to 50% of both occasional and infrequent users

Political differences:

- 48% of UCP supporters are very or quite concerned, compared to 69% of NDP supporters

In 2022, concern was measured with a 3-point scale:

- 6% not concerned at all, 46% somewhat concerned, 49% very concerned

In 2025, combining quite and very concerned responses yields 59%, suggesting an increase in higher concern levels.





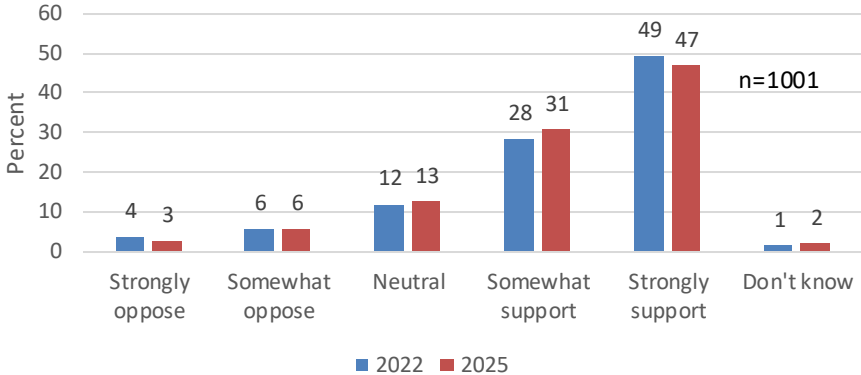
**Nearly 8 in 10 (78%) Albertans support setting aside more land for wildlife habitat protection.**

- Support is highest in Edmonton (82%), followed by Calgary (77%) and the rest of Alberta (73%)
- 82% of those aged 18–34 support the measure, compared to 77% of those 35–54, and 75% of those 55+
- 74% of UCP supporters and 87% of NDP supporters support this initiative

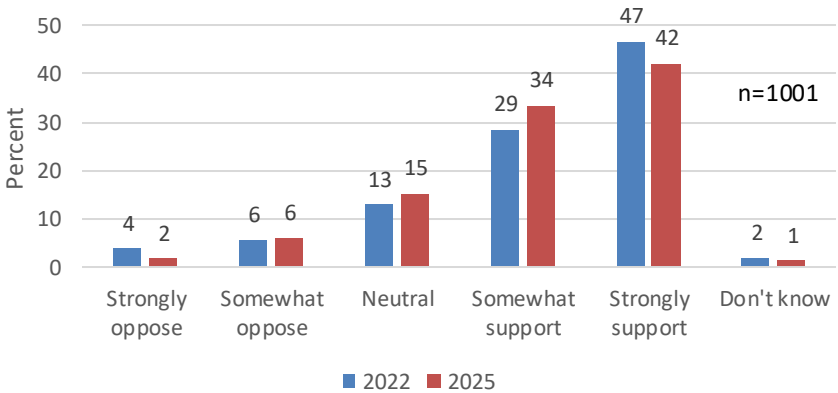
**Three-quarters of Albertans support setting aside more land where human activities are minimal.**

- 80% of Albertans aged 18–34 support this approach, compared to 74% support from those 35 and over
- Support to set aside more land to be left as wilderness also correlates with park usage:
  - 82% of regular users
  - 76% of occasional users
  - 73% of infrequent users
  - 46% of non-users support more land
- 70% of UCP supporters and 86% of NDP supporters are in favour.

Setting aside more land in Alberta to protect wildlife habitat to prevent further decline of wildlife populations



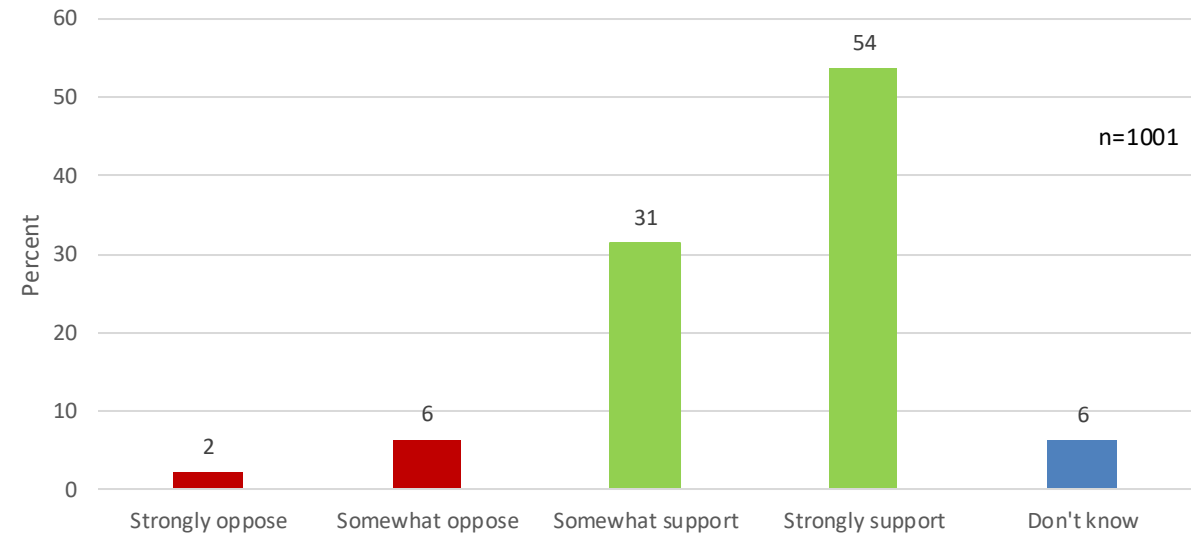
Setting aside more land in Alberta to be left as wilderness where human activities are minimal







Do you support or oppose Alberta making a formal commitment to protect 30% of its land by 2030?



The vast majority (85%) of Albertans support the provincial government committing to Canada's international target of protecting 30% of land by 2030 ("30 by 30").

- Support exists across political lines:
  - 77% of UCP supporters, 94% of NDP supporters
- However, degree of support differs:
  - 71% of NDP supporters strongly support the target, compared to 43% of UCP supporters

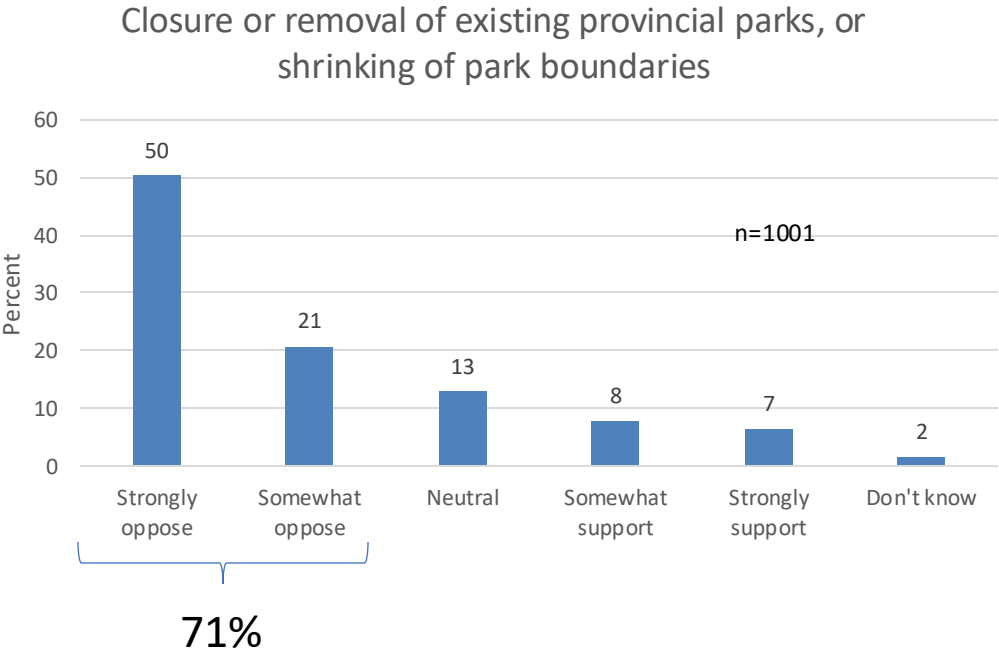


# Opposition to Park Closures or Boundary Reductions

Seven in ten Albertans oppose the closure of existing parks or the reduction of park boundaries, including 50% who strongly oppose these measures.

- Political affiliation differences are not significant
- Regional variations exist:
  - Opposition is lowest in Calgary (68%), compared to Edmonton (72%) and the rest of Alberta (74%)

In 2022, the question asked only about park closures, not boundary reductions. At that time, 79% of Albertans opposed park closures. Due to the change in wording, results from 2022 and 2025 are not directly comparable.



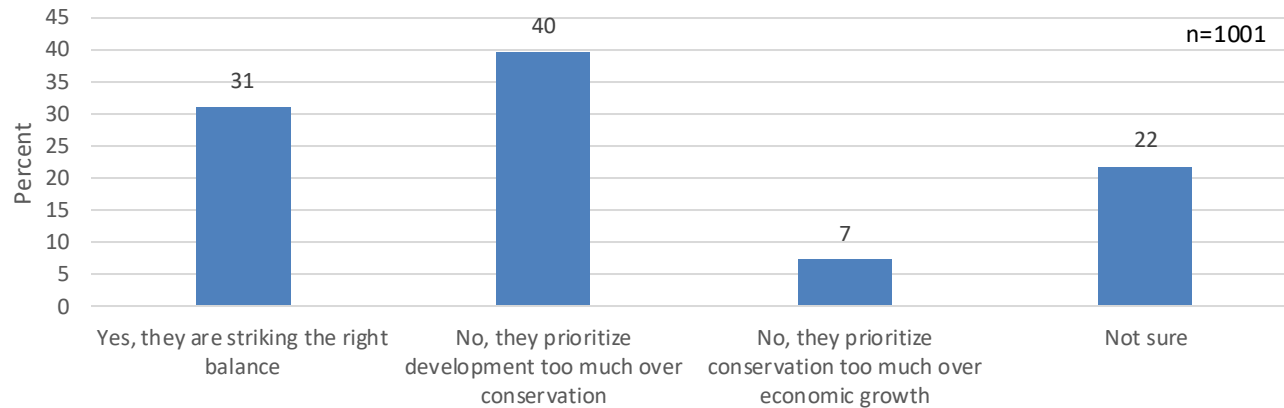


# Nature Strategy





Do you think the Alberta government is doing enough to balance conservation with economic development (e.g., oil & gas, forestry, agriculture, tourism)?



Overall, 40% of Albertans feel the provincial government places too much emphasis on development at the expense of conservation.

Perceptions vary by region:

- In the Calgary CMA, 30% believe the government is striking the right balance between conservation and development, while 43% feel development is prioritized too heavily.
- In the Edmonton CMA, 25% believe the balance is right, while 45% feel conservation is under-prioritized.
- By contrast, 39% of Albertans living outside the two metro areas believe the government is getting the balance right, with 30% saying development is given too much priority.

Political affiliation also plays a key role:

- Among UCP supporters, 44% believe the balance is appropriate, while 22% feel development is over-prioritized.
- Among NDP supporters, 13% believe the government has struck the right balance, while a majority (72%) believe development is given too much weight over conservation.





The Government of Alberta is currently developing a Nature Strategy to provide long-term direction for maintaining Alberta's natural landscapes.

The strategy aims to recognize the benefits nature provides to communities and the economy, while also integrating nature's value into government decision-making processes.

As part of this survey, Albertans were asked to rate the importance of 13 potential components of this strategy.

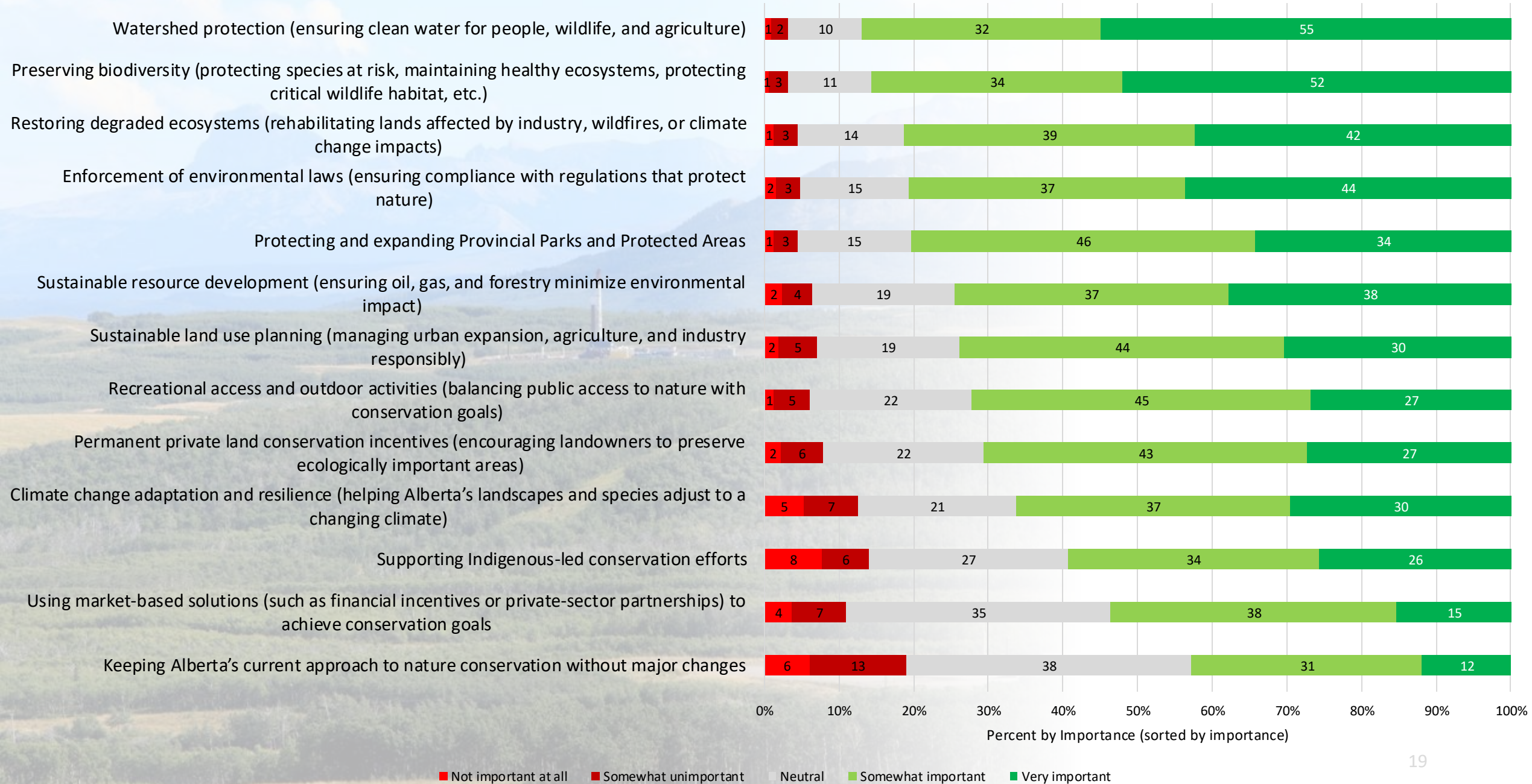
Results are presented on the following page, shown in order of highest to lowest importance.





# Nature Strategy Priorities

n=1001





# Nature Strategy Priorities

More than 80% of Albertans rate the following as important priorities for inclusion in the Nature Strategy:

- Watershed protection (ensuring clean water for people, wildlife, and agriculture)
- Preserving biodiversity (protecting species at risk, maintaining healthy ecosystems, protecting critical wildlife habitat, etc.)
- Restoring degraded ecosystems (rehabilitating lands affected by industry, wildfires, or climate change impacts)
- Enforcement of environmental laws (ensuring compliance with regulations that protect nature)
- Protecting and expanding Provincial Parks and Protected Areas

The following items have relatively lower importance ratings, though still considered important by a majority (between 51% and just below 70% rated them as important):

- Keeping Alberta’s current approach to nature conservation without major changes
- Using market-based solutions (such as financial incentives or private-sector partnerships) to achieve conservation goals
- Supporting Indigenous-led conservation efforts
- Climate change adaptation and resilience (helping Alberta’s landscapes and species adjust to a changing climate)

Participants were asked if there are other strategies they feel are very important that should be included. Just over 200 comments were provided. The comments are summarized below:

| Comment Theme   | n=218 | Mentions |
|---|-------|----------|
| Elimination of coal mining  |       | 24       |
| Support for education and increasing public awareness of nature, biodiversity |       | 22       |
| General environmental protection and enforcement                              |       | 21       |
| The need to balance environment and economy                                   |       | 15       |
| Garbage cleanup and littering issues  |       | 13       |
| Forest and wildfire management  |       | 13       |
| Limits on industrial/resource development                                     |       | 12       |
| Support for biodiversity and wildlife corridors                               |       | 12       |
| Opposition to motorized recreational use in parks                             |       | 9        |
| Concerns about affordability and access to parks                              |       | 9        |
| Skepticism that anything will be done   |       | 9        |
| Opposition to government overreach/private interests                          |       | 8        |
| Water protection and watershed health (re-emphasized)                         |       | 8        |
| Climate change and renewable energy focus                                     |       | 8        |
| Encouraging corporate accountability and reclamation                          |       | 7        |
| Protecting Alberta’s wild horses, buffalo, native species                     |       | 6        |
| Suggestions to reduce tourism or visitor impact                               |       | 6        |
| Reforestation or tree planting  |       | 6        |
| More public involvement   |       | 6        |
| Pollution reduction (e.g., pesticides, fertilizers)                           |       | 5        |



# Indigenous Protected and Conserved Areas





An unaided awareness question was included in the 2025 survey to assess top-of-mind awareness of Indigenous Protected and Conserved Areas (IPCAs).

Public awareness of IPCAs is relatively low:

- Just over 40% of Albertans have never heard of IPCAs.
- An additional 35% say they have heard of IPCAs but do not know what they are.
- 22% of Albertans are familiar with IPCAs.

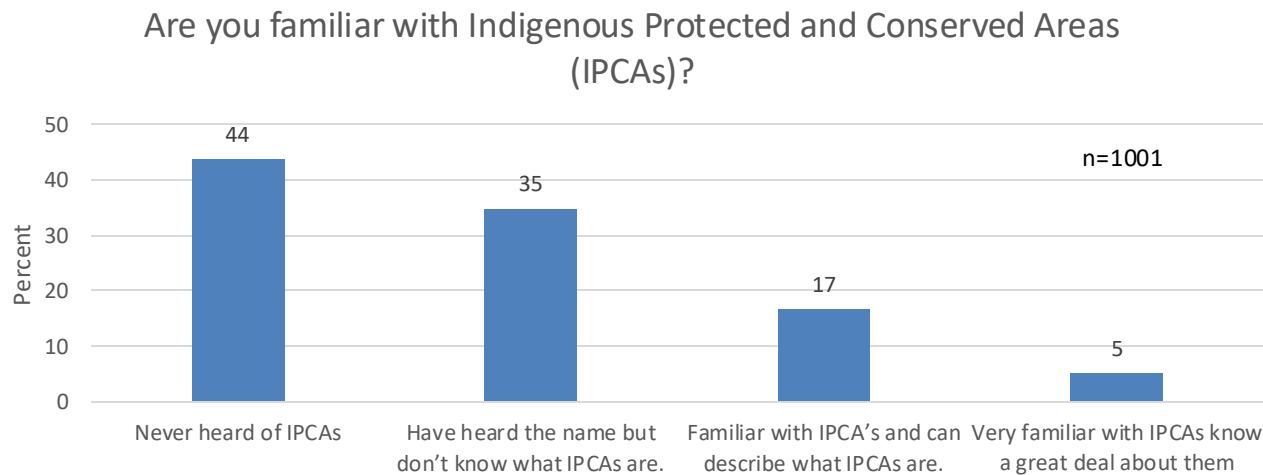
Younger Albertans and park users are more aware:

- 38% of those aged 18–34 are familiar with IPCAs, compared to 21% of those 35–54, 8% of those 55+

Regular park users are more aware of IPCAs:

- regular park users (50%), compared to 9% among those who rarely or never visit national or provincial parks

This higher level of awareness among frequent park visitors may be due in part to the inclusion of Indigenous cultures and stories in interpretive programs and exhibits offered by Parks Canada and Alberta Provincial Parks.





Following the unaided awareness question, survey participants were provided with the following definition of IPCAs:

*Indigenous Protected and Conserved Areas are lands and waters where protection is grounded in three core principles:*

- *Indigenous-led*
- *Represent a long-term commitment to conservation*
- *Elevate Indigenous rights and responsibilities*

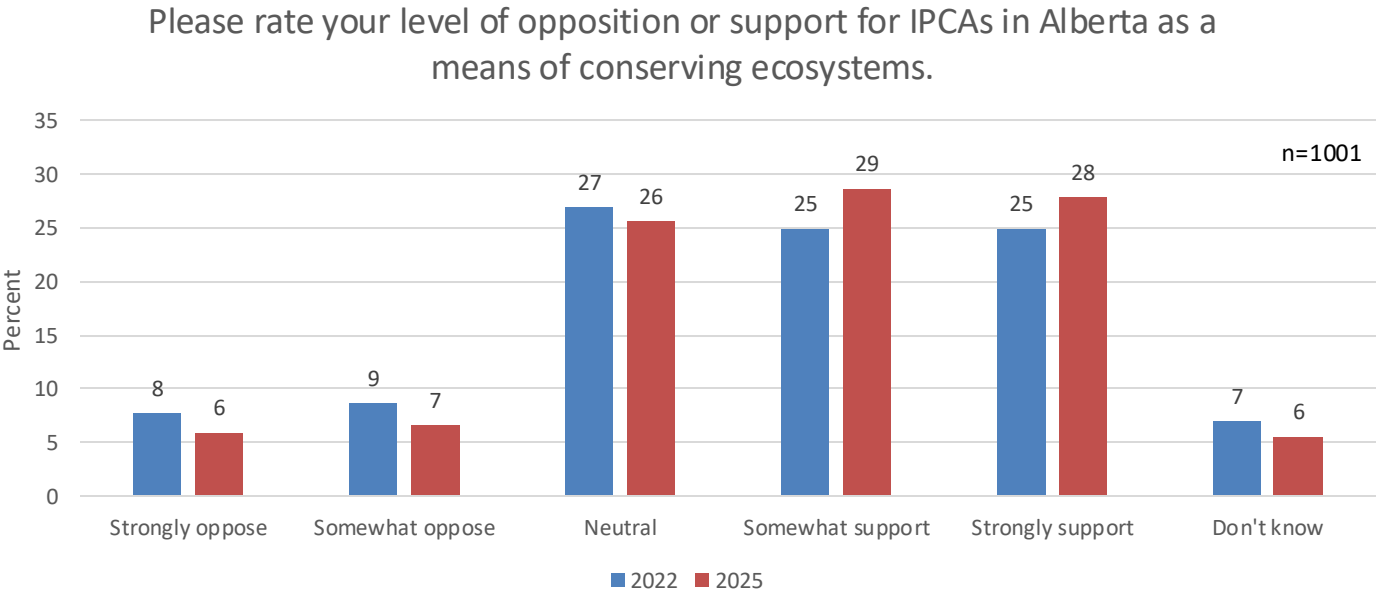
After reviewing the definition, 57% of Albertans expressed support for IPCAs as a tool for conserving ecosystems in Alberta—an increase from 50% in 2022.

Younger Albertans show more support for IPCAs:

- 72% of Albertans under age 35 support IPCAs, compared to 53% of those aged 35–54, and 48% of those 55+

Support is notably higher among those already familiar with IPCAs:

- 78% of those who were familiar before reading the description support them, compared to 54% support among those not previously familiar



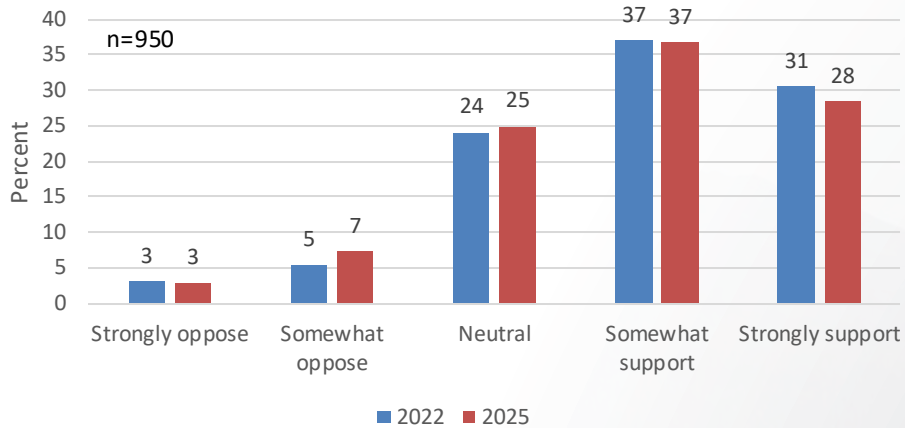


# Eastern Slopes





### Increased emphasis on non-consumptive uses (hiking, camping, etc.)

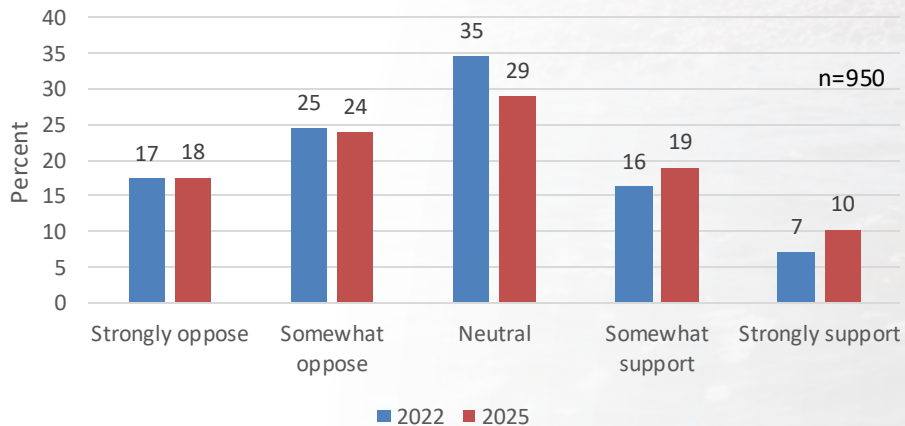


### Non-Consumptive Use

Almost two-thirds (65%) of Albertans support an increased emphasis on non-consumptive uses (e.g., hiking, wildlife viewing) in the Eastern Slopes, slightly down from 68% in 2022.

- Support is highest among regular park users (72%), followed by occasional users (66%), and infrequent users (60%).
- No other demographic differences were statistically significant.

### Increased emphasis on motorized recreational uses (snowmobiling, OHV, boating, etc.)



### Motorized Recreational Use

Support for increased motorized recreational use in the Eastern Slopes remains below 30%, although it has risen from 23% in 2022 to 29% in 2025.

- Support for more emphasis on motorized recreational uses in the Eastern Slopes is higher among males (34%) than females (25%)
- Younger Albertans are more supportive of increased motorized opportunities.
  - 43% of those aged 18–34, compared to 28% of those 35–54, and 20% of those 55+





**Resource Development**

Opposition to increased resource development in the Eastern Slopes stands at 40%, while support has increased from 28% in 2022 to 36% in 2025.

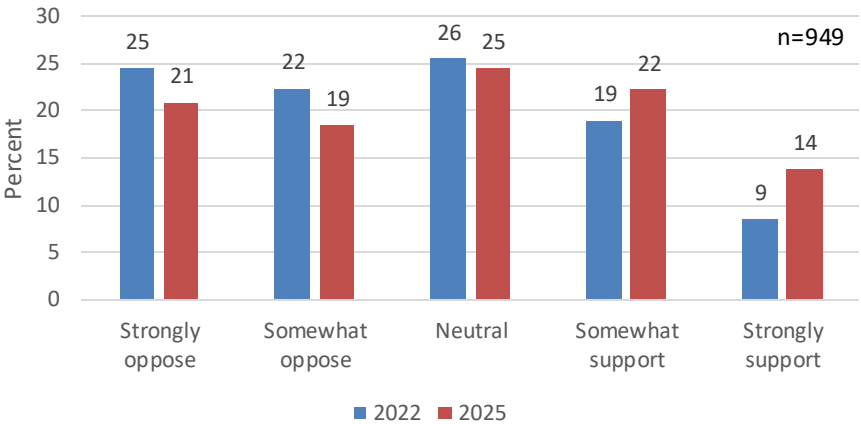
- This increase may reflect a broader shift toward a change in the economic climate.
- 46% of UCP supporters support increased development, compared to 15% of NDP supporters.
- Support is also higher among younger Albertans:
  - 45% of those under 35 support development, compared to 32% of those 35–54, and 33% of those 55+

**Areas of Minimal Human Activity**

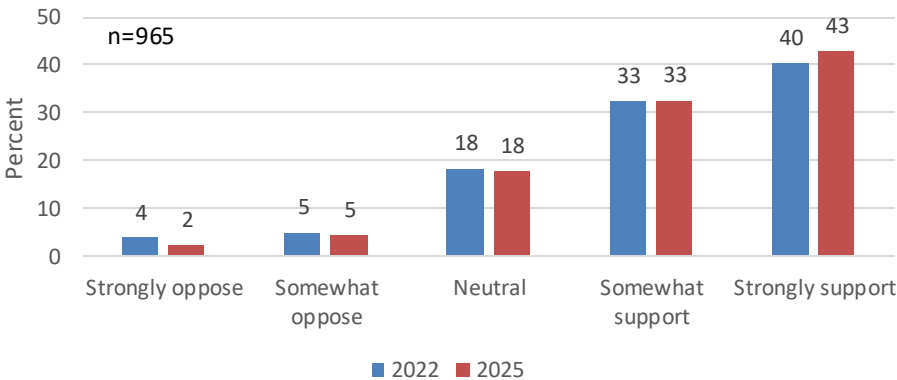
Despite increased support for development, 76% of Albertans support setting aside more land in the Eastern Slopes for wildlife protection, where human activity is minimal—an increase from 73% in 2022.

- Support is high across political lines:
  - 71% of UCP supporters, 83% of NDP supporters

Increased emphasis on resource development (mining, coal, logging, etc.)



Increased emphasis on areas set aside for protection of wildlife, where human activities are minimal





68% of Albertans are aware of the proposed coal mining/development in the Eastern Slopes

### Attitudes Toward Coal Development in the Eastern Slopes

Awareness of proposed coal mining in Alberta's Eastern Slopes remains high, with 68% of Albertans indicating they are aware of such proposals—up slightly from 65% in 2022. Overall, 54% of Albertans oppose coal mining in the region.

Support for coal mining has risen modestly, from 22% in 2022 to 25% in 2025.

Political affiliation continues to strongly influence views:

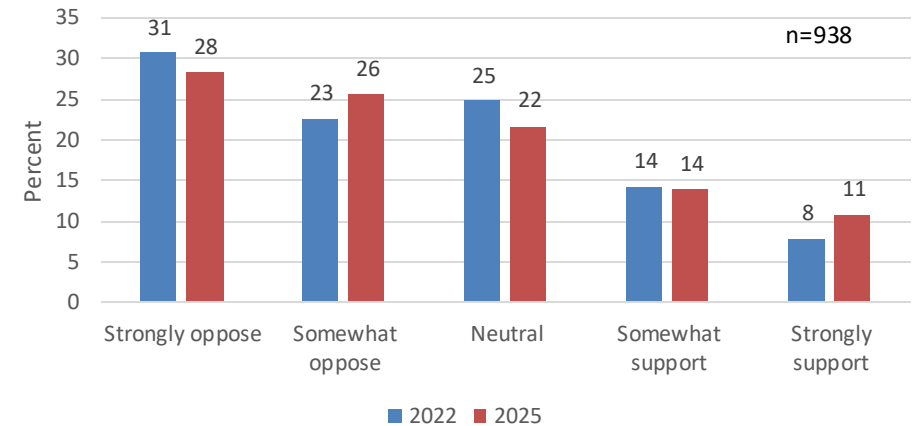
- **30% of UCP supporters** support coal mining, compared to **11% of NDP supporters**.
- Nevertheless, **opposition remains substantial in both groups**, with **45% of UCP supporters** and **75% of NDP supporters** expressing opposition.

Age and geographic location were not significant predictors of attitudes toward coal mining.

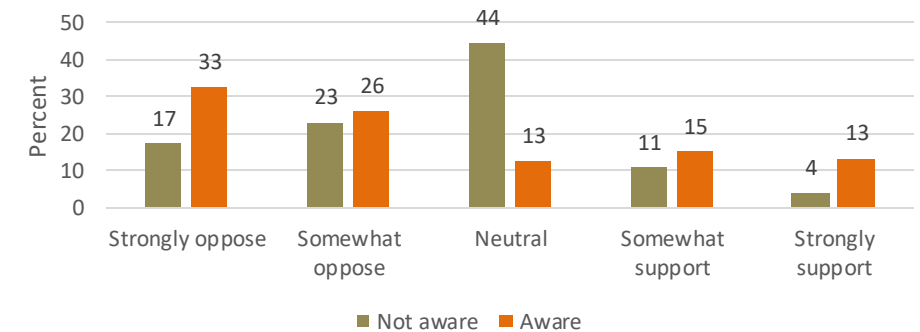
Among those who are aware of the proposed coal development, opposition is even more pronounced:

- **59% of those aware** oppose coal mining, compared to **40% among those unaware**.
- Awareness is also associated with higher levels of support: **28% of those aware** support coal mining, versus **15% among those unaware**

### Support/opposition for proposed coal mining in the Eastern Slopes among all Albertans



### Support/opposition for coal mining in the Eastern Slopes among Albertans who are aware/not aware of the proposed coal mining and development







**63% of Albertans believe the Alberta government should maintain protections for the Eastern Slopes—even if this means facing legal challenges from coal companies, due to the region’s importance for water security, wildlife, and recreation. There is a notable percentage of Albertans who are not sure (27%).**

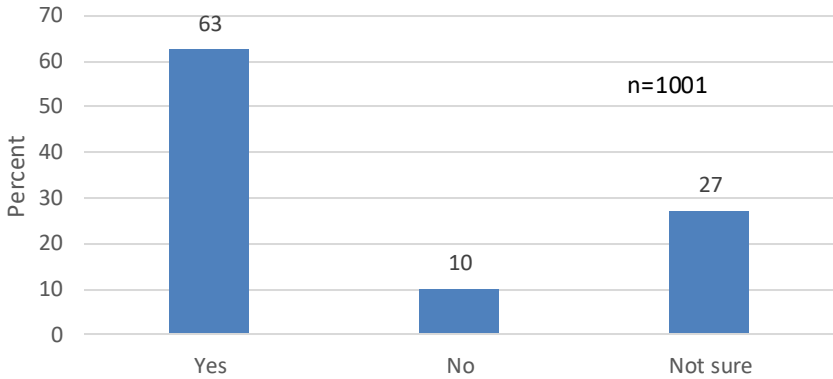
- Among UCP supporters:
  - 45% support maintaining protections
  - 37% are unsure
  - 18% oppose
- Among NDP supporters:
  - 85% support maintaining protections
  - 12% are unsure
  - 3% oppose
- By age:
  - 76% of those aged 18–34 support protections, compared to 56% of those 35–54, and 57% of those 55+

Uncertainty is also higher among older age groups:

- 19% of those 18–34 are unsure
- Versus 29% of those 35–54, and 32% of those 55+

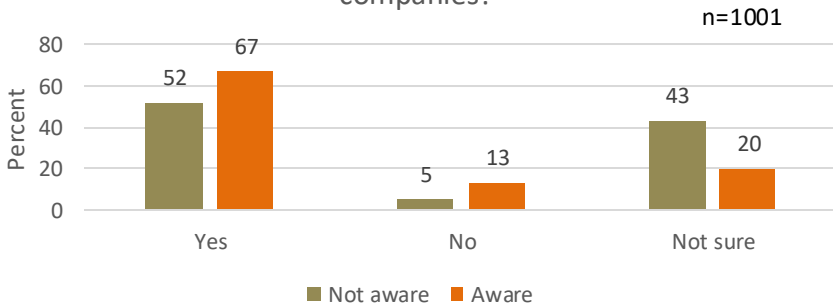
**Support for protection of the Eastern Slopes is higher among those aware of the proposed coal development; 67% for those who are aware, compared to 52% for those who are not.**

Given the importance of the Eastern Slopes to Albertans for water security, wildlife, and recreation do you think the Alberta government should maintain protections for the Eastern Slopes, even if it means facing legal challenges from coal companies?



**Support/opposition for protection of Eastern Slopes among those aware/not aware of proposed coal development**

Given the importance of the Eastern Slopes to Albertans for water security, wildlife, and recreation do you think the Alberta government should maintain protections for the Eastern Slopes, even if it means facing legal challenges from coal companies?

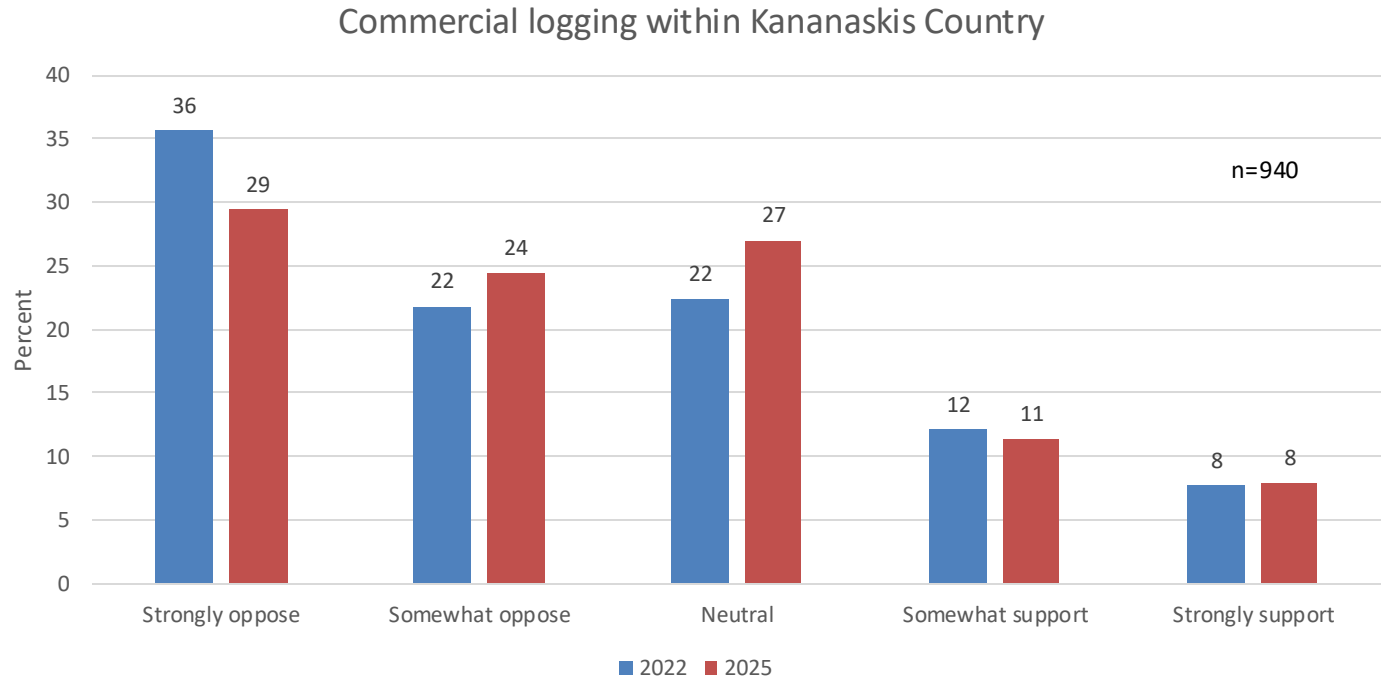






**A majority of Albertans (53%) oppose commercial logging in Kananaskis Country, down from 58% in 2022.**

- Opposition by political party support:
  - 73% of NDP supporters oppose commercial logging, compared to 51% of UCP supporters
- Opposition by gender:
  - 58% of females oppose logging, compared to 50% of males
- Opposition by age:
  - 44% of those aged 18–34
  - 52% of those aged 35–54
  - 63% of those 55 and older

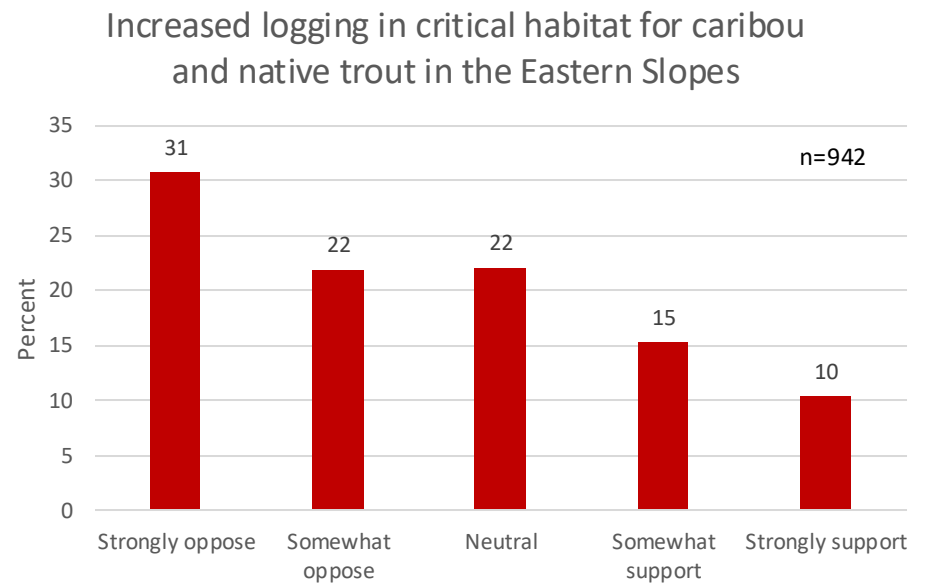






A majority of Albertans are also opposed to commercial logging when it affects critical habitat for caribou and native trout:

- 53% of Albertans are opposed to commercial logging when in critical habitat of caribou and native trout
- 25% support logging irrespective of critical habitat
- Opposition by age for critical habitat commercial logging:
  - 63% of those 55+
  - 52% of those 35–54
  - 44% of those 18–34
- By political preference:
  - 73% of NDP supporters oppose
  - 51% of UCP supporters oppose





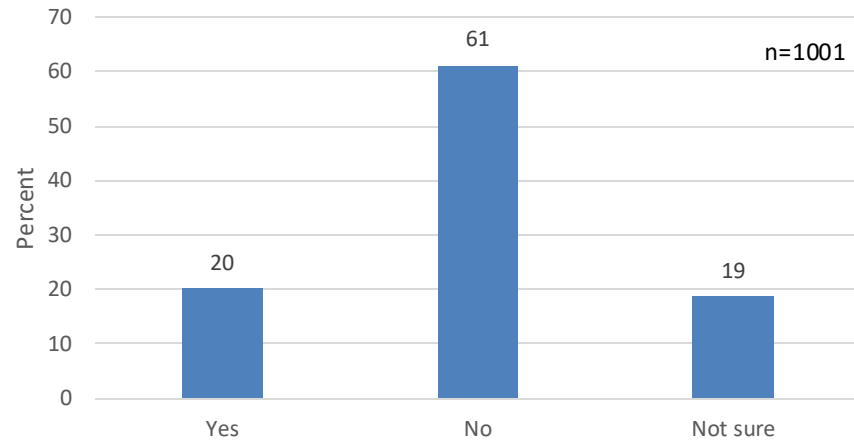
# All-Season Resorts Act - Bill 35

*The Alberta government recently introduced the All-Season Resorts Act (Bill 35), which gives the Minister of Tourism the authority to designate areas within parks and on public lands for private resort development. The Act also enables reduced public consultation and environmental review for these developments.*





Do you support removing protections from parts of parks and public lands to allow for private resort development?



### Public opposition to removing park protections is strong

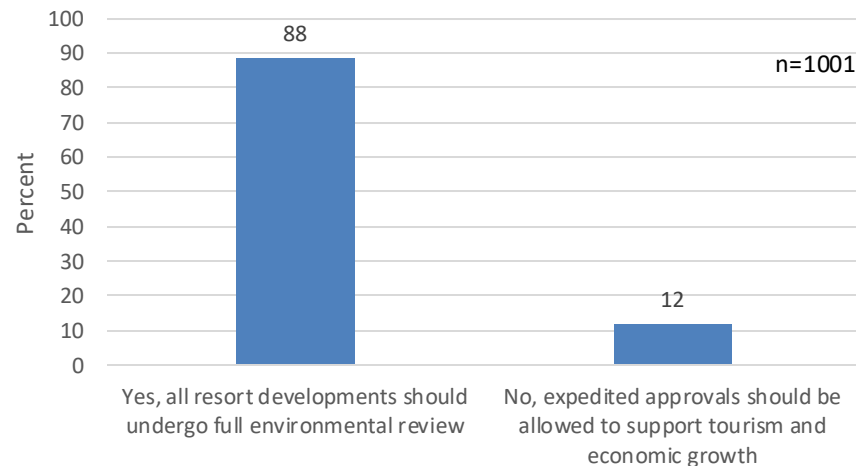
Just over 60% of Albertans oppose removing protections from parks and public lands to allow private resort development.

- Among UCP supporters, 58% are opposed.
- Among NDP supporters, opposition is higher at 76%.

Opposition increases with age:

- 65% of Albertans aged 55 and older oppose the policy.
- This compares to 62% of those aged 35–54, and 56% of those aged 18–34.

Do you believe resort developments on public land should be required to undergo full environmental reviews before approval?



### Strong support for full environmental reviews

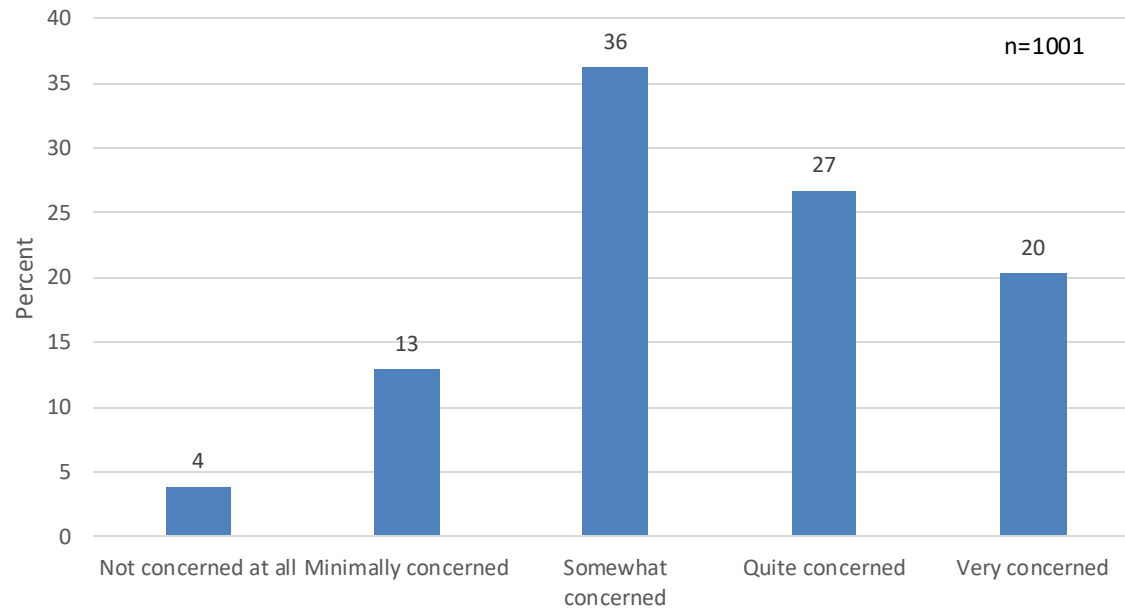
Nearly 90% of Albertans believe all resort developments should undergo full environmental review.

- Among UCP supporters, 80% support full environmental reviews.
- Support is higher among NDP supporters, at 96%.





How concerned are you about the potential environmental impacts of all-season resorts (e.g., habitat destruction, water use, increased traffic in natural areas)?



Concern about the environmental impacts of all-season resort development is highest among regular park users.

- 62% of regular users are quite or very concerned, compared to 47% of occasional users and 40% of infrequent users.

Younger Albertans (18–34) are more likely to be quite/very concerned (50%), compared to 43% of those aged 35–54, and 49% of those 55 and older.

Political affiliation also influences concern levels (very and quite concerned):

- 35% of UCP supporters are concerned
- 65% of those who would vote NDP.





# Water







Eight in 10 Albertans are at least somewhat concerned about the future of Alberta’s water supply, including half being very or quite concerned. Conversely, 13% are minimally concerned and 4% not at all.

Albertans who live in Calgary and Edmonton CMAs are more concerned (86% at least somewhat concerned) than those living elsewhere in the province (78% at least somewhat concerned).

More regular park visitors are very/quite concerned (61%) about the future of fresh water supply, than occasional visitors (48%), infrequent visitors (46%), and non-visitors (25%).

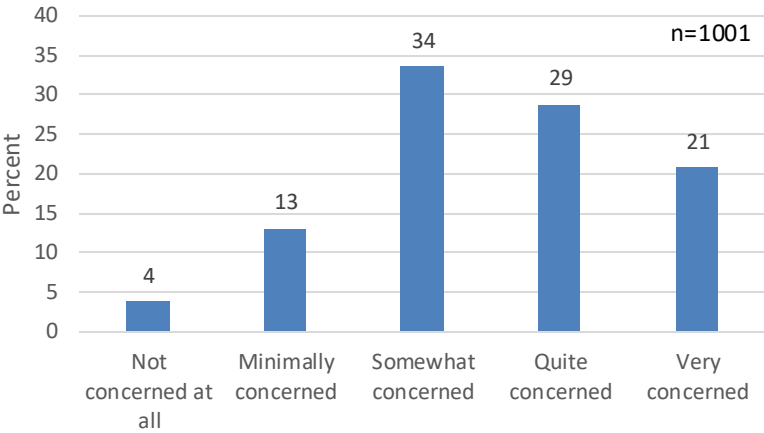
UCP supporters (37% quite/very) are less concerned than NDP supporters (62% quite/very) about the future of Alberta’s fresh water supply.

The majority (69%) of Albertans feel the provincial government should take stronger action to manage water supply, even if this means restricting some industrial uses. Consistent with the level of concern, fewer UCP supporters agree stronger action is needed (55%) compared to NDP supporters (82%).

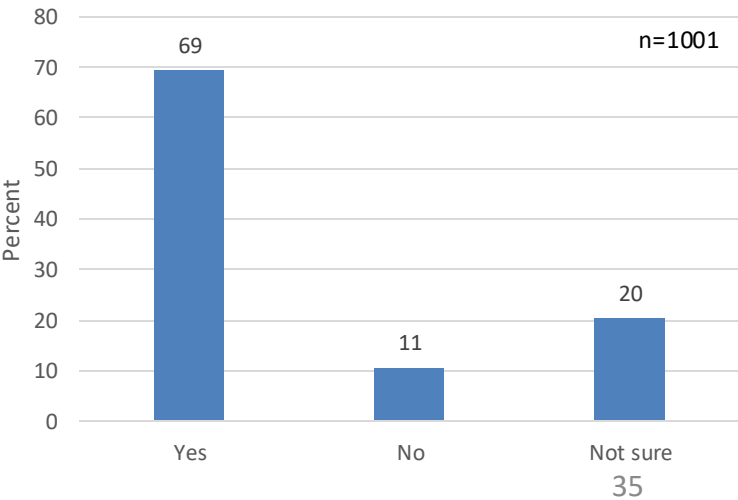
There are also differences based on where people live, and age. Those living in cities are more likely to hold the position stronger action is needed (72%) than those living in rural areas and smaller communities (60%).

Those aged 18 to 34 are also more likely to support stronger action (74%), than those aged 35 to 54 (66%), and those 55 and older (68%).

How concerned are you about the future of Alberta’s freshwater supply?



Do you think the Alberta government should take stronger action to manage water supply, even if it means placing additional restrictions on industrial land and water use?







# Public Policy





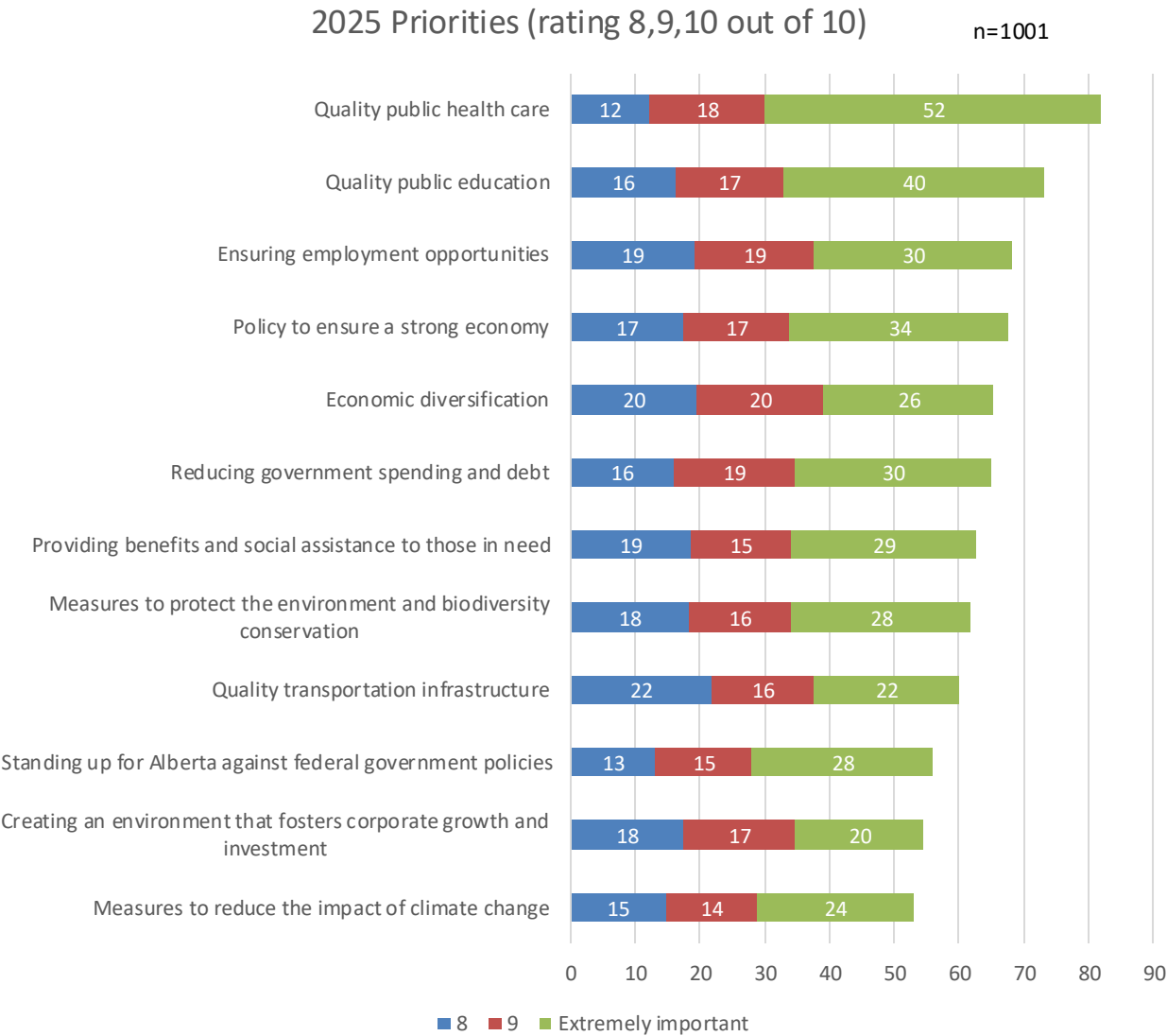
Albertans were asked to rate the importance of 12 public policy areas on a scale from 0 to 10, where 10 indicated the issue was *extremely important* and 0 indicated it was *not at all important*.

Top-ranked priorities included:

- Public health care
- Public education
- Three key economic concerns:
  - Ensuring employment opportunities
  - Policies that support a strong economy
  - Economic diversification

Lower-ranked priorities included:

- Standing up to the federal government
- Fostering corporate economic growth
- Reducing the impact of climate change





The tables below show the policy items where there are statistically significant differences. Most of the differences align with political party support, although age and location factored into several policy areas.

- UPC supporters are more likely to show stronger support for:
- Policy to ensure a strong economy
  - Standing up for Alberta against federal government policies
  - Creating an environment that fosters corporate growth and investment
  - Reducing government spending and debt

- NDP supporters are more likely to show stronger support for:
- Quality public health care
  - Quality public education
  - Measures to protect the environment and biodiversity conservation
  - Measures to reduce the impact of climate change
  - Providing benefits and social assistance to those in need

- Younger Albertans (18 to 34) are more likely to show stronger support than older age groups for:
- Measures to protect the environment and biodiversity conservation
  - Measures to reduce the impact of climate change

- Edmonton residents are more likely than other areas to show stronger support for:
- Measures to protect the environment and biodiversity conservation
  - Measures to reduce the impact of climate change

| Policy   | UCP | NDP |
|--|-----|-----|
| Quality public health care   | 78% | 88% |
| Quality public education   | 68% | 79% |
| Measures to protect the environment and biodiversity conservation    | 54% | 75% |
| Measures to reduce the impact of climate change                      | 41% | 69% |
| Policy to ensure a strong economy                                    | 73% | 61% |
| Providing benefits and social assistance to those in need            | 57% | 72% |
| Standing up for Alberta against federal government policies          | 75% | 33% |
| Creating an environment that fosters corporate growth and investment | 66% | 43% |
| Reducing government spending and debt                                | 76% | 49% |

| Policy  | 18 to 34 | 35 to 54 | 55+ |
|---|----------|----------|-----|
| Measures to protect the environment and biodiversity conservation | 70%      | 57%      | 61% |
| Measures to reduce the impact of climate change                   | 63%      | 50%      | 48% |

| Policy  | Calgary CMA | Edmonton CMA | Other |
|---|-------------|--------------|-------|
| Providing benefits and social assistance to those in need | 61%         | 68%          | 59%   |





# Appendix A Survey Design



# Survey Design

## Panel Sample

The survey sample was sourced from the largest provider of online sample in the world with nearly 70 million participants. Dynata's sample is meticulously vetted, verified and fully permissioned with billions of data points.

Imperium, a Dynata data quality solution, has pioneered data quality verification. Leveraging Imperium's QualityScore™, winner of Quirk's Media's 2021 Technology Impact Award for outstanding innovations, clients can prove the quality of their data for the most accurate, unbiased insights.

Dynata's automated data-hygiene and anti-fraud technology solutions use machine learning to ensure survey data is always of the highest quality throughout every step of the respondent cycle, from registration to in-survey completion.

Challenges with traditional telephone survey sampling, such as incredibly high non-response, unpublished cell phone numbers, and the nuisance factor of being called, have moved the research industry towards online sample. Online samples used today are proven to be accurate and representative of public opinion. A recent example of the accuracy of pure online polling was seen in the most recent federal election where online polls predicted the outcomes within one percentage point.

## Quality Control

Quotas were used based on the 2021 census to ensure the survey represents age, region and gender proportionate to actual values. Without quotas, surveys would be over-represented by female respondents in the 45 to 64 age group and vastly under-represented by 18- to 34-year-old males.

The vast majority of respondents will answer the questions in a serious and thoughtful manner. Occasionally some respondents will not take the survey seriously, so measures are needed to screen these respondents out. There were several methods used:

- a speed check based on the fastest possible threshold a person can complete the survey
- A trap question in which a specified response must be given to the statement 'for quality control choose somewhat agree for this item'
- Logic checks
- And patterned responses (such as all answers being 1)

Data were weighted to 2021 census data, although weights were minimal due to the use of quotas.

To prevent order bias in responses, all question lists (Likert Scales) are randomized.



# Demographics

## Region

|                 | Frequency | Percent |
|-----------------|-----------|---------|
| Calgary (city)  | 289       | 29%     |
| Edmonton (city) | 278       | 28%     |
| Other           | 435       | 43%     |
| Total           | 1001      |         |

## Region with CMA

|              | Frequency | Percent |
|--------------|-----------|---------|
| Calgary CMA  | 348       | 35%     |
| Edmonton CMA | 333       | 33%     |
| Other        | 320       | 32%     |
| Total        | 1001      |         |

## Which political party are you most likely to vote for in the next provincial election?

|                           | Frequency | Percent | Decided Voters |
|---------------------------|-----------|---------|----------------|
| United Conservative Party | 390       | 39%     | 48%            |
| New Democratic Party      | 229       | 23%     | 28%            |
| Liberal Party             | 98        | 10%     | 11%            |
| Alberta Party             | 77        | 8%      | 10%            |
| Green Party               | 17        | 2%      | 2%             |
| Undecided                 | 188       | 19%     |                |

Note: This survey was run while the federal election was underway. It is likely that some of the respondents who would normally vote provincial NDP confused this with the federal election. A Leger poll conducted in January 2025 showed Liberal support at 5%, and NDP support at 36%.

Throughout the analysis, only the NDP and UPC respondents were used in the correlations as the remaining party support numbers were too small, in addition to there being some potential confusion. While it may have been reasonable to combine the Liberal and NDP numbers into a 'left-leaning' vote, the decision was made to use just the respondent who were certain about the party they supported.

## What is your gender identity?

|        | Frequency | Percent |
|--------|-----------|---------|
| Male   | 500       | 50%     |
| Female | 499       | 50%     |
| Other  | 2         | 0%      |
| Total  | 1001      |         |

Note: only two respondents identified as other than male or female (this is consistent with census data). The cases were randomly reassigned. o male and female as there were too few for analysis. According to the 2021 census, among Albertans aged 15 and older, 99.63 per cent are cisgender, meaning they identify the same as their sex at birth.

## Age

|          | Frequency | Percent |
|----------|-----------|---------|
| 18 to 34 | 287       | 29%     |
| 35 to 54 | 360       | 36%     |
| 55+      | 354       | 35%     |
| Total    | 1001      |         |

## Cities vs Rural Breakdown

|                             | Population |     |
|-----------------------------|------------|-----|
| Cities                      | 3,163,218  | 74% |
| Rural and small communities | 1,099,417  | 26% |
| Total (2021 Census)         | 4,262,635  |     |

19 Designated Cities: ~3,023,641

Fort McMurray: 68,002

Sherwood Park: 72,017



## Parks and Protected Areas in Alberta 2025 Provincial Poll

[Note: programming instructions in italics and brackets]

To begin, we have a few questions about you that will help us better understand the results of this survey. Your answers will remain anonymous, and no information provided in this survey will be linked back to you.

D1. Are you a permanent resident of Alberta?

- ☐ Yes
- ☐ No [discontinue]

D2. Please provide the first three characters of your postal code. This allows us to identify the region of Alberta you are from.

[if first letter is not T, discontinue]

D3. Which of the following age categories do you fall into: [Quota 30% 18 to 34; 38% 35 to 54; 32% 55+]

- ☐ Under 18 (discontinue)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

D4. What is your gender identity? [Quota 50%/50% +/- 10%]

- ☐ Male
- ☐ Female
- ☐ Other

The following questions are about parks and protected areas in Alberta.

1. How often do you visit Alberta's national or provincial parks?

- ☐ Regularly (once a month or more)
- ☐ Occasionally (a few times a year)
- ☐ Rarely (once a year or less)
- ☐ Have never visited a national or provincial park in Alberta

2. Please rate your level of opposition or support for the following:

[SCALE: strongly oppose, somewhat oppose, neutral, somewhat support, strongly support, don't know]

- a. Setting aside more land in Alberta for provincial parks with a focus on recreation and leisure
- b. Setting aside more land in Alberta to be left as wilderness where human activities are minimal
- c. Closure or removal of existing provincial parks, or shrinking of park boundaries
- d. Increases in park user fees
- e. Reducing the amount of government funding for parks operations from taxation
- f. Commercial logging within Kananaskis Country
- g. For quality control choose 'somewhat support' for this statement
- h. Setting aside more land in Alberta to protect wildlife habitat to prevent further decline of wildlife populations
- i. An increase in public funding for park services

The next few questions are about the loss of biodiversity. Biodiversity loss means fewer types of plants, animals, and other living things in nature. It can even mean species disappearing completely.

3. How aware are you of the global biodiversity crisis?

- ☐ Not aware at all
- ☐ Very little awareness
- ☐ Some awareness
- ☐ Quite aware
- ☐ Very aware

4. How much does the loss of species and wildlife populations concern you?

- ☐ Not concerned at all
- ☐ Minimally concerned
- ☐ Somewhat concerned
- ☐ Quite concerned
- ☐ Very concerned



Nearly 200 countries have committed to protecting 30% of their land and water by 2030 as part of a global biodiversity agreement. Canada has committed to this goal at the national level, and several provinces and territories—including British Columbia, Manitoba, Quebec, Yukon, and Nova Scotia—have formally committed to it.

5. Do you support or oppose Alberta making a formal commitment to protect 30% of its land by 2030?

- ☐ Strongly oppose
- ☐ Somewhat oppose
- ☐ Somewhat support
- ☐ Strongly support
- ☐ Don't know

6. Do you think the Alberta government is doing enough to balance conservation with economic development (e.g., oil & gas, forestry, agriculture, tourism)?

- ☐ Yes, they are striking the right balance
- ☐ No, they prioritize development too much over conservation
- ☐ No, they prioritize conservation too much over economic growth
- ☐ Unsure

The Alberta government is developing a "Nature Strategy" to guide the protection and conservation of the province's biodiversity, natural landscapes, and ecosystems. *[this list will be randomized]*

7. How important do you think each of the following should be as a focus of Alberta's Nature Strategy?

*(Scale: not important at all, somewhat unimportant, neutral, somewhat important, very important)*

- a. Protecting and expanding Provincial Parks and Protected Areas
- b. Preserving biodiversity (protecting species at risk, maintaining healthy ecosystems, protecting critical wildlife habitat, etc.)
- c. Supporting Indigenous-led conservation efforts
- d. Using market-based solutions (such as financial incentives or private-sector partnerships) to achieve conservation goals
- e. Keeping Alberta's current approach to nature conservation without major changes

f. Sustainable land use planning (managing urban expansion, agriculture, and industry responsibly)

g. Watershed protection (ensuring clean water for people, wildlife, and agriculture)

h. Climate change adaptation and resilience (helping Alberta's landscapes and species adjust to a changing climate)

i. Recreational access and outdoor activities (balancing public access to nature with conservation goals)

j. Permanent private land conservation incentives (encouraging landowners to preserve ecologically important areas)

k. Enforcement of environmental laws (ensuring compliance with regulations that protect nature)

l. Restoring degraded ecosystems (rehabilitating lands affected by industry, wildfires, or climate change impacts)

m. Sustainable resource development (ensuring oil, gas, and forestry minimize environmental impact)

Are there other strategies you feel are very important that should be included?

[Comment field]

The next few questions are about the Eastern Slopes of the Canadian Rockies. This is the area of mountains and foothills that stretches from just south of Grande Prairie to the Montana border and west to east from the British Columbia border towards Hwy 22 and Hwy 43.

8. Are you aware of the proposed coal mining/development in the Eastern Slopes of the Canadian Rockies?

- ☐ Yes
- ☐ No



9. Please rate your level of opposition or support for the following activities in the Eastern Slopes [this list will be randomized]:

[SCALE: strongly oppose, somewhat oppose, neutral, somewhat support, strongly support, don't know]

- a. Coal mining in the Eastern Slopes of the Canadian Rockies
- b. Increased emphasis on non-consumptive uses (hiking, camping, etc.)
- c. Increased emphasis on motorized recreational uses (snowmobiling, OHV, boating, etc.)
- d. Increased emphasis on resource development (mining, coal, logging, etc.)
- e. Increased emphasis on areas set aside for protection of wildlife, where human activities are minimal
- f. Increased logging in critical habitat for caribou and native trout in the Eastern Slopes

10. In 2022, the Alberta government mandated protections against coal mining in the Eastern Slopes. In January 2023, these protections were removed, with the government citing the need to protect taxpayers from potential legal action by coal companies, many of which are foreign owned.

Given the importance of the Eastern Slopes to Albertans for water security, wildlife, and recreation do you think the Alberta government should maintain protections for the Eastern Slopes, even if it means facing legal challenges from coal companies?

- ☐ Yes
- ☐ No
- ☐ Unsure

Recently, the Alberta government introduced the All-Season Resorts Act, which gives the Minister of Tourism the power to designate areas in parks and on public land for private resort development. The Act allows for reduced public consultation and environmental review.

11. Do you support removing protections from parts of parks and public lands to allow for private resort development?

- ☐ Yes
- ☐ No
- ☐ Not sure

12. Do you believe resort developments on public land should be required to undergo full environmental reviews before approval?

- ☐ Yes, all resort developments should undergo full environmental review
- ☐ No, expedited approvals should be allowed to support tourism and economic growth

13. How concerned are you about the potential environmental impacts of all-season resorts (e.g., habitat destruction, water use, increased traffic in natural areas)?

- ☐ Not concerned at all
- ☐ Minimally concerned
- ☐ Somewhat concerned
- ☐ Quite concerned
- ☐ Very concerned

#### Indigenous Protected and Conserved Areas (IPCAs)

14. Are you familiar with Indigenous Protected and Conserved Areas (IPCAs)?

- ☐ Never heard of IPCAs
- ☐ Have heard the name but don't know what IPCAs are.
- ☐ Familiar with IPCA's and can describe what IPCAs are.
- ☐ Very familiar with IPCAs know a great deal about them.

Indigenous Protected and Conserved Areas (IPCAs) are lands and waters where the protection of the area is grounded in three core principles:

- Indigenous-led
- Represent a long-term commitment to conservation
- Elevate Indigenous rights and responsibilities

15. Please rate your level of opposition or support for IPCAs in Alberta as a means of conserving ecosystems.

- ☐ strongly oppose
- ☐ somewhat oppose
- ☐ neutral
- ☐ somewhat support
- ☐ strongly support
- ☐ don't know



## Public Policy

16. How concerned are you about the future of Alberta's freshwater supply?

- ☐ Not concerned at all
- ☐ Minimally concerned
- ☐ Somewhat concerned
- ☐ Quite concerned

17. Do you think the Alberta government should take stronger action to manage water supply, even if it means placing additional restrictions on industrial land and water use?

- ☐ Yes
- ☐ No
- ☐ Unsure

18. How important are each of the following when it comes to voting for a provincial government party?

*[0 to 10 scale 0 is not at all 10 is extremely important]*

- a. Quality public health care
- b. Quality public education
- c. Quality transportation infrastructure
- d. Measures to protect the environment and biodiversity conservation
- e. Measures to reduce the impact of climate change
- f. Policy to ensure a strong economy
- g. Ensuring employment opportunities
- h. Providing benefits and social assistance to those in need
- i. Standing up for Alberta against federal government policies
- j. Creating an environment that fosters corporate growth and investment
- k. Economic diversification
- l. Reducing government spending and debt

19. Which political party are you most likely to vote for in the next provincial election?

- ☐ United Conservative Party
- ☐ New Democratic Party
- ☐ Alberta Party
- ☐ Liberal Party
- ☐ Green Party
- ☐ Other
- ☐ Do not plan to vote
- ☐ Not sure

Thank you for taking part in this survey



# DDL Analytics, Inc.

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DDL Analytics, Inc. is a Canadian social science research firm specializing in quality-of-life research, both internal to organizations, as well as among the general population.

The company's principal researcher and owner, David de Lange, has more than 30 years' experience working on research for a wide range of clientele, including Alberta Environment, Alberta Sustainable Resource Development, Parks Canada, Canadian Parks and Wilderness Society, Yellowstone to Yukon, Cows and Fish, The City of Calgary, The Calgary Foundation, Cenovus, Encana, Imperial Oil, Emerson Process Controls, AltaLink, TransAlta, ENMAX, and the Canadian Energy Pipeline Association, and many others. He has occupied senior positions in leading research firms and organizations, including Sr. Vice President at Leger Marketing and NRG Research Group, Sr. Associate at the Praxis Group, and Chief of Social Science Research for Parks Canada's Western Region.

A major focus of the company's research is human behaviour and attitudes related to natural environments. The company's principal has more than three decades of research experience in environmental protection and resource management, measuring public attitudes, perceptions, and behaviours, and linking these insights to priorities and actions.

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